

# Aisha Patel

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## SUMMARY

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Detail-oriented UX Designer with over 5 years of experience in creating user-centered designs for web and mobile applications. Proven ability to improve user satisfaction and drive engagement through innovative design solutions.

## EXPERIENCE

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### UX Designer

Jan 2022 - Present

*Innovative Tech Solutions, San Francisco, CA*

- Redesigned the mobile application, resulting in a 25% increase in user retention over six months.
- Conducted user research and usability testing that improved the product's Net Promoter Score (NPS) from 30 to 50 in one quarter.
- Collaborated with cross-functional teams to implement Agile methodologies, improving project turnaround time by 15%.

### Junior UX Designer

May 2019 - Dec 2021

*Creative Design Agency, Los Angeles, CA*

- Led the redesign of key client websites, achieving an average increase in conversion rates by 20%.
- Utilized Sketch and InVision for prototyping, enabling quicker iterations and feedback loops.
- Facilitated user workshops that gathered insights, resulting in 5 major design updates across client projects.

### UX Intern

Jan 2018 - Apr 2019

*Tech Startup Inc., Los Angeles, CA*

- Assisted in the development of a new product feature, leading to a 15% increase in user engagement.
- Conducted surveys and analyzed data, which contributed to the design foundation for future products.
- Created wireframes and user flows that streamlined the design process.

## EDUCATION

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### Bachelor of Science in Human-Computer Interaction

May 2018

*University of California, Berkeley, Berkeley, CA • GPA: 3.7*

## SKILLS

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**Technical Skills:** User Research, Wireframing, Prototyping, Usability Testing

**Tools & Frameworks:** Sketch, Figma, Adobe XD, InVision